Common Themes – Customer Feedback Sessions

1) *How can NESDIS improve their services and data?*
   A. Access
      - Improve Web interface
      - Utilize human-to-human customer support, point of contact
      - Provide data in a variety of data formats
      - Improve access to real-time as well as archived data
      - Make different levels of access available for different levels of users
      - Provide access to raw data, offer downloadable data
      - Provide access to more data

   B. Data management
      - Increase use of metadata
        - Improved data discovery and retrieval
        - Improved data accountability
      - Improve data quality control
      - Provide end to end data management
      - Better documentation

   C. Data sources
      - Expand beyond U.S.
      - Link data sources
        - Data centers
        - Data providers, sources
        - Other agencies gathering data, NASA, DoD, CDC, etc.

   D. Communication with customers
      - Utilize human point of contact
      - Update user community regarding:
        - New data sets
        - Updates
        - New products
      - Provide Help Desk to assist in troubleshooting technical difficulties
      - Online user groups, discussion lists
      - Track user problems and respond

2) *How can NESDIS Centers best provide for customer feedback?*
   - Establish and utilize customer/user advisory boards
   - Archive user issues and Q & A through listserv and/or users groups
   - Utilize human point of contact
   - NESDIS Newsletter
   - Feedback mechanism on Web site
     - Track users through user login
     - Develop Web-based trouble ticket system or feedback button on Web site users can click to provide feedback
     - Web-delivered surveys
   - Follow up from Users' Conference
     - Post Customer Group breakout feedback on Web site
     - Hold future conferences/meetings in conjunction with other conferences such as NOAA, GOES, AMS, etc.

3) How can technology help and what are the implications for the future?

- Improved computing capability, supercomputing
  - Higher resolution, higher quality data
  - Wider bandwidth
- Implications:
  - Greater storage capacity
  - Improved data discovery
  - More comprehensive searches possible
  - Improved communication and data sharing between data providers
  - Increased data reliability
  - Capture and management of increased data volume
  - Diverse sources, increased collection ability
  - Real-time data QC, improved data QC
  - Global data network
  - Lower cost and increased automated data management capability
  - Improvement of data archiving, metadata, modeling
  - Increased importance of user training

4) What new data should NESDIS archive?

- All data possible
- Multi-level metadata
- Global environmental data
- Data from international sources
- Pre-operational GOES data
- Older and previously classified data

5) What new products and services should NESDIS plan for?

- Compatible merged or linked data sets from multiple data sources
- Enhanced metadata
- Visualization tools
- Enhanced customer services
- Human point of contact for customers/users
- Easier data search and discovery
  - Natural language search
  - Linked datasets
  - "One stop shop"

6) What other issues need to be addressed?

- Cross-agency collaboration, i.e. NOAA/NASA/DoD/CDC, etc.
- Partnerships between: NESDIS and Customers, Data Centers and private sector, academic sector, public, etc.
- Standardize data formats and QC standards among Data Centers and between data sources
- Training for how to use data